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IN THE CLAIMS:

1. (previously presented) A color fading/discoloration preventive agent containing, as its active ingredient, an amount of a coumarin analog effective to prevent color fading/discoloration of a composition containing a water or an oil-soluble pigment, wherein the coumarin analog is represented by formula (1) below, a glycoside of that analog, or a plant extract containing the coumarin analog or its glycoside:

wherein R^1 represents a hydrogen atom, a hydroxyl group or a methoxy group, R^2 represents a hydrogen atom or a hydroxyl group, and R^1 and R^2 are not both hydrogen atoms.

- 2. (currently amended) The color fading/discoloration preventive agent according to claim 1, wherein the coumarin analog is a compound selected from the group consisting of esculetin, flaxetin and daphnetin.
- 3. (original) The color fading/discoloration preventive agent according to claim 1, wherein the plant extract containing a coumarin analog or its glycoside is an extract from an olive plant.
- 4. (original) The color fading/discoloration preventive agent according to claim 1, wherein the plant extract containing a coumarin analog or its glycoside is an extract from the bark or leaf of a Japanese horse chestnut tree.
- 5. (original) The color fading/discoloration preventive agent according to claim 1, wherein the plant extract containing a coumarin analog or its glycoside is an extract of a beefsteak plant.
- 6. (previously presented) A color fading/discoloration preventive agent containing, as its active ingredient, an amount of a coumarin analog mixture effective to prevent color

fading/discoloration of a composition containing a water or an oil-soluble pigment, wherein the coumarin analog mixture is obtained from the rind of citrus fruit.

- 7. (original) The color fading/discoloration preventive agent according to claim 6, wherein the coumarin analog mixture is obtained from citrus cold press oil derived from the rind of citrus fruit.
- 8. (original) The color fading/discoloration preventive agent according to claim 7, wherein the coumarin analog mixture is a coumarin analog mixture obtained from the high boiling point component of citrus cold press oil.
- 9. (original) The color fading/discoloration preventive agent according to claim 7, wherein the coumarin analog mixture is obtained from the fraction eluted with a solvent after carrying the high boiling point component of citrus cold press oil onto a carrier, and contains at least 50 wt% of the coumarin analog mixture.

- 10. (original) The color fading/discoloration preventive agent according to claim 8, wherein the coumarin analog mixture is obtained from the fraction eluted with a solvent after carrying the high boiling point component of citrus cold press oil onto a carrier, and contains at least 50 wt% of the coumarin analog mixture.
- 11. (previously presented) The color fading/discoloration preventive agent according to claim 8 that contains at least 50 wt% of a coumarin analog mixture that is obtained by a method comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is eluted from the column with a solvent.
- 12. (previously presented) The color fading/discoloration preventive agent according to claim 9 that contains at least 50 wt% of a coumarin analog mixture that is obtained by a method comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is eluted from the column with a solvent.

- 13. (previously presented) The color fading/discoloration preventive agent according to claim 10 that contains at least 50 wt% of a coumarin analog mixture that is obtained by a method comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is eluted from the column with a solvent.
- 14. (previously presented) A method of preventing color fading/discoloration of a composition containing an oil-soluble pigment comprising adding to said composition a color fading/discoloration preventive agent containing, as its active ingredient, a coumarin analog represented by formula (1) below, a glycoside of that analog, or a plant extract containing the coumarin analog or its glycoside:

wherein R^1 represents a hydrogen atom, a hydroxyl group or a methoxy group, R^2 represents a hydrogen atom or a hydroxyl group, and R^1 and R^2 are not both hydrogen atoms.

- 15. (currently amended) The method according to claim 14, wherein the coumarin analog is a compound selected from the group consisting of esculetin, flaxetin and daphnetin.
- 16. (original) The method according to claim 14, wherein the plant extract containing a coumarin analog or its glycoside is an extract from an olive plant.
- 17. (original) The method according to claim 14, wherein the plant extract containing a coumarin analog or its glycoside is an extract from the bark or leaf of a Japanese horse chestnut tree.
- 18. (original) The method according to claim 14, wherein the plant extract containing a coumarin analog or its glycoside is an extract of a beefsteak plant.

- 19. (previously presented) A method of preventing color fading/discoloration of a composition containing an oil-soluble pigment comprising adding to said composition a color fading/discoloration preventive agent containing as its active ingredient, a coumarin analog mixture obtained from the rind of citrus fruit.
- 20. (original) The method according to claim 19, wherein the coumarin analog mixture is obtained from citrus cold press oil derived from the rind of citrus fruit.
- 21. (original) The method according to claim 20, wherein the coumarin analog mixture is a coumarin analog mixture obtained from the high boiling point component of citrus cold press oil.
- 22. (original) The method according to claim 20, wherein the coumarin analog mixture is obtained from the fraction eluted with a solvent after carrying the high boiling point component of citrus cold press oil onto a carrier, and contains at least 50 wt% of the coumarin analog mixture.

- 23. (original) The method according to claim 21, wherein the coumarin analog mixture is obtained from the fraction eluted with a solvent after carrying the high boiling point component of citrus cold press oil onto a carrier, and contains at least 50 wt% of the coumarin analog mixture.
- 24. (currently amended) The method according to claim 21 that contains at least 50 wt% of a coumarin analog mixture comprising, wherein the coumarin analog mixture is obtained by a method comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is eluted from the column with a solvent.
- 25. (currently amended) The method according to claim 22 that contains at least 50 wt% of a coumarin analog mixture comprising, wherein the coumarin analog mixture is obtained by a method comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is eluted from the column with a solvent.
- 26. (currently amended) The method according to claim 23 that contains at least 50 wt% of a coumarin analog mixture comprising,

wherein the coumarin analog mixture is obtained by a method comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is eluted from the column with a solvent.